

Short North Plan: **FACT SHEET TABLE OF CONTENTS**

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Short North Plan: **PLAN SUMMARY**

Benefit District	All revenue (after operating & administrative costs) shared to district	
Hours	Meters:	8a-10p
	Permit Zones:	8a-10p, 3 hr. limit, 10p-8a, permit only
Rates	Meters:	\$1/hr. (8a-3p), \$2/hr. (3p-10p)
	Permit Zones:	SNA, SNB, SNE: \$2/hr. (8a-3p), \$3/hr. (3p-10p) SNC, SND: \$1/hr. (8a-3p), \$2/hr. (3p-10p)
Permits	Residential:	1/licensed driver, max 2/address
	Employees:	10/business, time restricted after 4 permits
Guest Parking	Residents:	see plan detail sheet for more information
Fees	Residential:	\$25/permit \$25/address guest privileges
	Employees:	\$100/permit for the first 4 permits (\$200-\$700) permits 5 to 10
Mobility	Car Share:	revising rules & regulations to expand program
	Remote Parking:	for employees downtown with parking operator
	Evening Service:	exploring shuttle options
Assessment	Initial 6 month stabilization, then quarterly evaluation, modification <ul style="list-style-type: none">- Rates: change a quarter (\$0.25) per quarter (3 mos)- Permit utilization- Mobility options	



Short North Plan: **BENEFIT DISTRICT**

Goal	Create a parking benefit district allowing parking revenues generated by the Short North Plan to be reinvested into Short North. Parking revenues can be used to reduce parking demand and increase mobility options for all users.
Committee	<ol style="list-style-type: none">1. Short North Special Improvement District Executive Director2. Victorian Village Commission Chair or designee3. Italian Village Commission Chair or designee4. Short North Civic Association President or designee5. Italian Village Society President or designee6. Weinland Park Civic Association President or designee7. University Area Commission Chair or designee8. Assistant Director, Parking Services or designee
Use of Funds	<p>One-Hundred percent (100%) of all on-street annual parking revenue, after City operational and administrative expenses, from within the boundaries of the Short North parking program shall be designated on an annual basis to be used for the following parking and access related items included but not limited to:</p> <ul style="list-style-type: none">▪ Managing existing parking inventory, including such measures as, but not limited to, parking evaluations, reconfigurations of existing on-street parking inventory, residential permit parking programs, employee parking programs, enforcement, and/or mitigation of any adverse effects resulting from the implementation of such program(s)▪ Providing mobility information such as signing, marketing, and communicating the location, availability, cost, etc. of district wide parking options



- Technology improvements to enhance parking such as pay-by-cell, pay-by-plate parking kiosks, and enforcement technology such as license plate readers
- Promoting alternative forms of transportation to reduce parking demands (i.e. public transit, bicycling, and walking)
- Implementing programs that increase parking availability on time restricted and permitted streets.

A committee made up of local stakeholders and the City of Columbus will decide on an annual basis how to expend the benefit district funds.

Examples

Examples of allowable use of funds include but not limited to:

- Retail validation program
- Employee mobility options (shuttle)
- Transportation Demand Management (TDM) tools
- Parking wayfinding
- COTA partnerships on service, fares
- Safety programs
- Branding and marketing campaigns



Short North Plan: **RATES & RESTRICTIONS**

Goal	Encourage parking turnover and provide increased access to businesses and places of residence. Parking rates and time limit restrictions are utilized to manage parking demand in high demand areas.
Parking Meters	<p>Parking meters located along High Street and adjacent side streets in front of non-residential uses will have the following parking rates and time restrictions (Sun. & Holidays excluded):</p> <p><u>Rates:</u> 8a-3p (\$1/hr), 3p-10p (\$2/hr), 10p-8a (Free) <u>Restrictions:</u> 8a-10p (3 hr limit), 10p-8a (no limit)</p>
Permit District	<p>Streets without single space parking meters will have mobile payment implemented to facilitate visitor and resident guest parking options. Mobile payment rates and restrictions are as follows (Sunday and Holidays excluded):</p> <p>ZONES SNA, SNB, SNE (<i>closest to High Street, Campus</i>) <u>Rates:</u> 8a-3p (\$2/hr), 3p-10p (\$3/hr), permit exempt <u>Restrictions:</u> 8a-10p (3 hr limit, permit exempt*) 10p-8a (permit only)</p> <p>ZONES SNC, SND (<i>furthest to High Street, Campus</i>) <u>Rates:</u> 8a-3p (\$1/hr), 3p-10p (\$2/hr), permit exempt <u>Restrictions:</u> 8a-10p (3 hr limit, permit exempt*) 10p-8a (permit only) <i>* on predominately residential streets; predominately non-residential street restrictions: 8a-10p (3 hr limit) 10p-8a (unrestricted)</i></p>



Short North Plan: **ENFORCEMENT**

Goal Effectively, efficiently enforce posted restrictions and ensure parkers are in compliance with posted and non-posted parking restrictions and rules. Inconsistent and inefficient enforcement will lead to less access to residences and businesses.

Hours Active, regular enforcement will be present in the Short North between 7:30a-3:00a Monday-Saturday.

Technology Columbus Parking Services staff will enforce with License Plate Recognition (LPR) technology equipped on vehicles. LPR allows for efficient and effective parking enforcement.

Enforcement officers will capture license plate images when digitally marking a vehicle for movement, identifying permit holders, and vehicles that have paid for parking. Images are purged daily from the system unless a vehicle is issued a parking citation. Images associated with a vehicle issued a parking citation will be attached to the citation as evidence of the parking infraction. Plate images are only captured for parking enforcement purposes, and are not transmitted to any agency or organization. These same images are currently taken manually by enforcement officers while issuing parking citations.

LPR also has the capability of broadcasting real-time parking availability to parkers. The City will leverage this technology and investment to provide real-time parking information to parkers via a mobile app and online.



Short North Plan: **EMPLOYERS & EMPLOYEES**

Goal	Provide options to employers and employees in the Short North District through the implementation of an employee parking permit program and multi-pronged access programs.						
Eligibility	All businesses located in the program zones that can produce a valid business filing with the Ohio Secretary of State and proof of property ownership or a lease (<i>must be the primary lease holder</i>). Those businesses located at a residence also eligible for permits must select to either be in the employee program or resident program, but cannot be in both.						
Parking Programs	Employers in the Short North will be allowed, by individual address, up to ten (10) annual employee permits. Four (4) permits will be valid for the zone the business is located and valid twenty-four (24) hours per day, seven (7) days per week. The remaining six (6) permits will be valid from 6a-8p daily in the outer zone closest to the business location (SNC, SND). Permits will be associated with an individual license plate and no physical permit will be issued. A permit may have multiple license plates associated to it, however no more than one license plate/vehicle can park in the permit zone at any given time.						
Fee	<p>The first four (4) annual permits will cost \$100 each. The remaining permit fees are based on the following sliding scale:</p> <table><tr><td>Permit 5 - \$200</td><td>Permit 8 - \$500</td></tr><tr><td>Permit 6 - \$300</td><td>Permit 9 - \$600</td></tr><tr><td>Permit 7 - \$400</td><td>Permit 10 - \$700</td></tr></table>	Permit 5 - \$200	Permit 8 - \$500	Permit 6 - \$300	Permit 9 - \$600	Permit 7 - \$400	Permit 10 - \$700
Permit 5 - \$200	Permit 8 - \$500						
Permit 6 - \$300	Permit 9 - \$600						
Permit 7 - \$400	Permit 10 - \$700						



Access Programs

The City of Columbus, in collaboration with its partners, has identified several access programs that provide employers and employees alternative options to parking in the Short North.

- Discounted Remote Parking: The City has worked with parking operators Downtown to offer a heavily discounted parking rate for employees after 3:30pm to park downtown and utilize CBUS or other modes of transportation to access Short North. Employees should work directly with these parking operators to secure discounted remote parking.
- Bus/Transit: The City is exploring discount fare options with COTA to provide employees lower fares on COTA routes.
- Car Share: The City is working with existing and new potential car share operators on providing increased car share options in the Short North for all user groups.
- Shuttle: The City is actively working with vendors to determine if shuttling employees to and from remote parking opportunities is an effective use of funds and time for the City and its partners.
- On Demand Transportation Providers: work with partners to establish discounted rates for employees to utilize on demand transportation options to and from their place of employment.
- Bike Share: the City will work with CoGo to determine if validated memberships and rides are options to present to employees and employers.



Short North Plan: **RESIDENT PERMITTING**

Goal	Provide resident permit holders a reasonable expectation of finding a parking space within 2-3 blocks of their residence.
Property Eligibility	Residential properties with 4 units or less. Residential properties with 5 units or more built prior to 12-31-2008.
Individual Eligibility	<p><u>4 Units or less:</u> Residents who can prove, through documentation, of residency are entitled to 1 permit per licensed driver not to exceed 2 permits per address.</p> <p><u>5+ Units & Built prior to 12/31/08:</u> Residents who can prove, through documentation, of residency are entitled to 1 permit per licensed driver not to exceed 2 permits per address.</p>
Fee	<p>\$25/permit annual fee per address (permits 1 & 2) <i>Discounted permits (\$10/permit) under a low income provision to be implemented as part of plan</i></p> <p>\$25/permit annual fee per address for guest parking privileges</p>
Permit Restrictions	<p>Streets within the parking management zones would have the following permit and time limit restrictions:</p> <p>ZONES SNA, SNB, SNE (closest to High Street/Campus) <u>Rates:</u> 8a-3p (\$2/hr), 3p-10p (\$3/hr), permit exempt <u>Restrictions:</u> 8a-10p (3 hr limit, permit exempt*) 10p-8a (permit only)</p> <p>ZONES SNC, SND (furthest to High Street/Campus) <u>Rates:</u> 8a-3p (\$1/hr), 3p-10p (\$2/hr), permit holders exempt <u>Restrictions:</u> 8a-10p (3 hr limit, permit exempt*) 10p-8a (permit only) <i>* on predominately residential streets; predominately non-residential street restrictions: 8a-10p (3 hr limit) 10p-8a (unrestricted)</i></p>



Short North Plan: **RESIDENT GUEST PRIVILEGES**

Goal	Provide guests of resident permit holders a reasonable expectation of finding a parking space within 2-3 blocks of where they are visiting residents.
Eligibility	All residents that are eligible for residential permits are eligible to purchase a permit for resident guest privileges.
Access	<p><u>Long-Term Pass</u>: resident will add license plate to online account, also mobile optimized.*</p> <p><u>Short-Term Pass</u>: resident has option to either validate license plate via online account OR have guest validate via mobile application.*</p>
Fees	<p><u>Long-Term Pass</u>: included in \$25 annual fee (can validate parking for one license plate at a time, no limitations.</p> <p><u>Short Term Pass</u>: \$6/24 hours</p>
Limits per Day	No limit
Limits per Year	300 (short term pass)

** Interface functionality to be determined with vendor this summer*



Short North Plan: **VISITOR PARKING**

Goal	Provide easily accessible parking along the business corridor. Visitors and patrons to Short North are critical to the success of this vibrant arts and business district. Implementing time limits and pricing will ensure visitor parking is available where demand exceeds supply.
Parking Meters	<p>Parking meters located along High Street and adjacent side streets in front of non-residential uses will have the following parking rates and time restrictions (Sunday and Holidays excluded):</p> <p><u>Rates:</u> 8a-3p (\$1/hr.), 3p-10p (\$2/hr.), 10p-8a (Free) <u>Restrictions:</u> 8a-10p (3 hr. limit), 10p-8a (no limit)</p>
Time Limit Areas	Commercial properties off of High Street and within the permit parking zones will have 3 hour posted restrictions from 8a-10p with no cost to the parker to encourage turnover for commercial uses.
Permit District	Visitor parking will be allowed in the permit district for up to 3 hour maximum between the hours of 8a-10p. Parking will be permit only all other times. An hourly rate will be assessed in all zones via mobile payment.
Off-Street Parking	It is recognized that on-street parking supply is one segment of the overall parking supply in the Short North. Hundreds of spaces are available for use off-street in lots and garages. The City will work closely with parking operators to align parking rates to encourage long-term parkers to utilize these off-street parking options.
Mobility Options	The City, and its partners, encourage visitors to Short North to use other modes of transportation to access the district. COTA transit, ride share, bike share, car share, and the Cbus service are all options to visit the Short North.



Short North Plan: **ASSESSMENT & EVALUATION**

Goal Utilize key performance indicators to assess and evaluate the success of the plan and decision making indicators for plan modifications. The City will assess and evaluate the success of the plan on a quarterly basis after the pilot program has been implemented for six months, referred to as a stabilization period.

Procedure Following a six month stabilization period, the City will assess and evaluate the success of the plan quarterly. The City will collect data (or request data from partners) to create a dashboard of key performance indicators including:

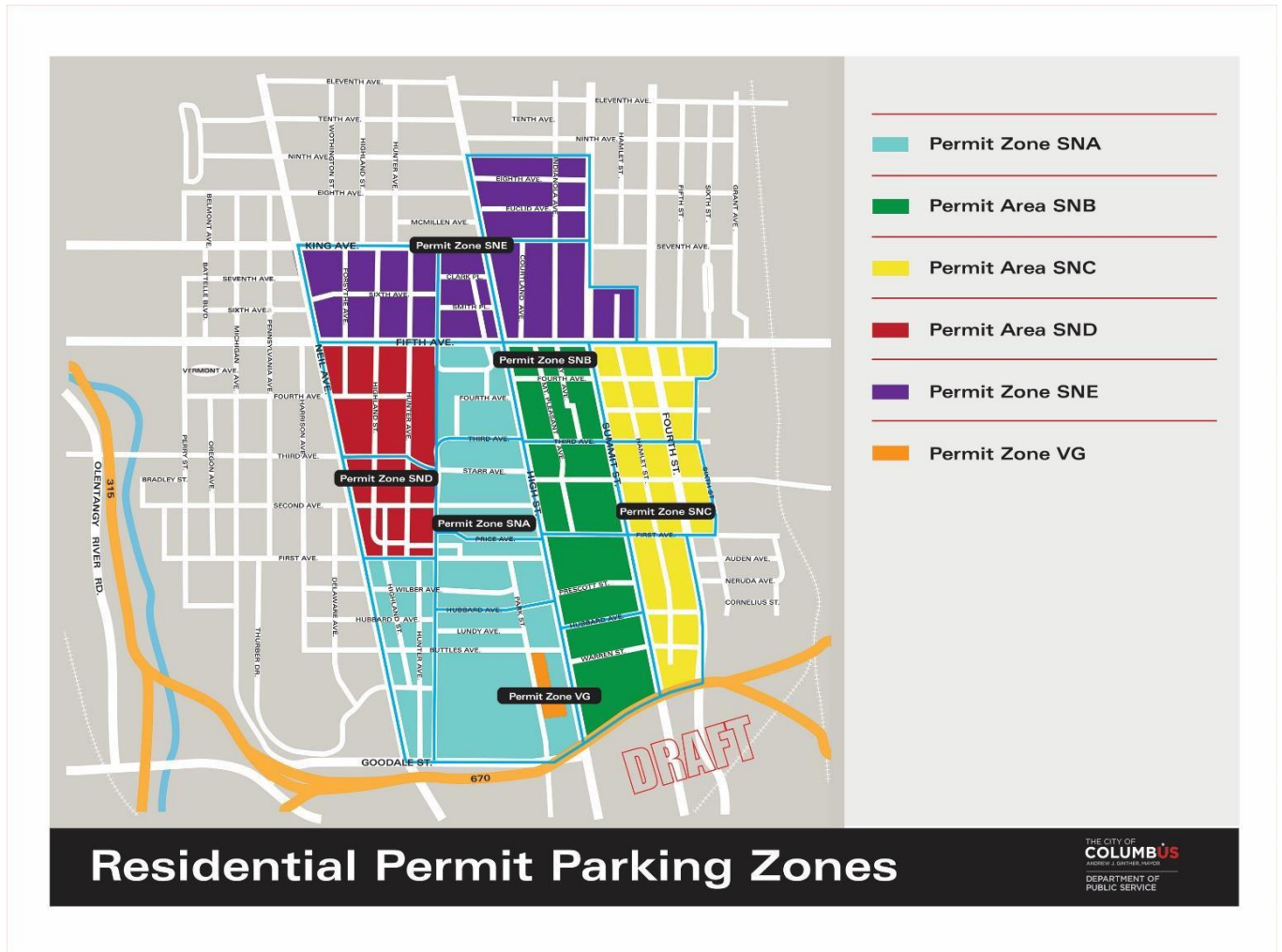
- On-Street Parking Occupancy: Physical Metered
- On-Street Parking Occupancy: Mobile Payment
- Permit Utilization: Resident Permits
- Permit Utilization: Resident Guest Permits
- Permit Utilization: Employees
- Mobility Utilization: Employer/Employee options
- Financials: Operational Expenses vs. Program Revenues
- Off-Street Lot & Garage Parking Occupancy

Decision Making Indicators

Several key performance indicators will inform City staff whether or not plan modifications are needed. While permit zones are intended to be larger to provide more consistency, smaller sub-zones within the large zones will be established for the purposes of evaluating on-street parking occupancy. These subzones will generally be 2-3 blocks in area and be identified by different mobile pay zone numbers on street signage. The following indicators and associated success “rates” will be used in the plan assessment and evaluation process:



Sub-Zone Map



On-Street Parking Occupancy: Physical Metered Spaces

Average parking occupancy (12pm & 7-9pm) Monday-Saturday holidays excluded) will be collected.

- Avg. occ. **above 80%** will initiate a \$0.25/hr. increase.
- Avg. occ. **below 60%** will initiate a \$0.25/hr. decrease.
- Rates to be modified every 3 mos. to keep parking occupancy between 60% & 80%.*



On-Street Parking Occupancy: Time Limit Areas

Average parking occupancy (12pm & 7-9pm) Monday-Saturday holidays excluded) will be collected.

- Avg. occ. **above 80%** will initiate the introduction of a parking fee in these areas
- Avg. occ. **below 60%** will initiate modifications to time limit restrictions.
- Rates to be modified every 3 mos. to keep parking occupancy between 60% & 80%.*

On-Street Parking Occupancy: Mobile Payment Zone

Average parking occupancy (12pm & 7-9pm) Monday-Saturday holidays excluded) will be collected.

- Avg. occ. **above 80%** will initiate a \$0.25/hr. increase.
- Avg. occ. **below 60%** will initiate increased permit availability.
- Rates to be modified every 3 mos. to keep parking occupancy between 60% & 80%.*

Permit Utilization: All Permit Types

Permit utilization of all permit types (resident, resident guest, employee) will be collected on a quarterly basis. Permit utilization will encompass the total number of permits issued in a timeframe as well as permits being utilized on-street at 12pm and 7- 9pm Monday-Saturday (holidays excluded).

- Avg. occ. below 60% will initiate increased permit availability.

Increased permit utilization could include additional employee permits available to employers on an annual or monthly basis as well as additional resident guest validations for resident permit holder guests.

Mobility Utilization

Mobility utilization figures will be collected from partners to determine the long-term feasibility of offering options to employers and employees.

** rates to be modified on a per subzone level (2-3 blocks)*

** time limit restrictions to be adjusted if rate adjustments do not provide goal of 60%-80% occupancy*



Short North Plan: **MISCELLANEOUS PLAN PROVISIONS**

Schools	City of Columbus Parking Services will work directly with schools in the program zones to identify parking needs for employees and visitors. Fees will apply, however limits may be waived based on specific need.
Churches	City of Columbus Parking Services will work directly with church organizations in the program zones to identify parking needs for employees and visitors. Fees will apply, however limits may be waived based on specific need.
Short-Term Rentals	Short-term rental properties, such as Airbnb's and bed and breakfast, will be classified as residential properties and will fall under the residential property provisions of the permit program unless the owner can meet the requirements of the employee parking program.
Property Owners/ Landlords	Upon verifying ownership, property owners would be entitled to up to one (1) permit for the zone in which their property is located. No resident guest parking provision would be allowed. The cost of the permit would be \$25/annually.

